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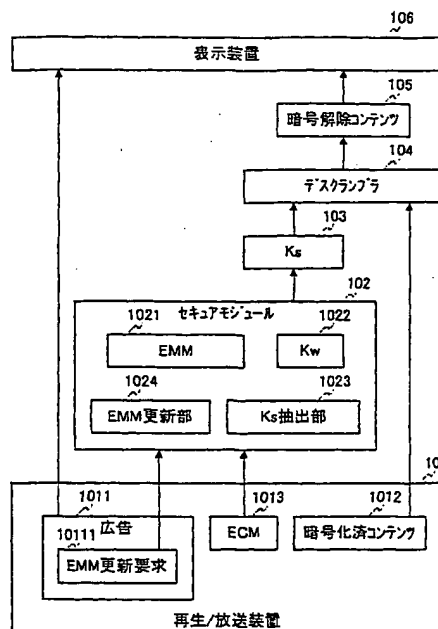
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(21) 国際出願番号: PCT/JP2004/009052 (75) 発明者/出願人 (米国についてのみ): 吉川 雅昭
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字門真1006番地 Osaka (JP). VC, VN, YU, ZA, ZM, ZW.

[続葉有]

(54) Title: VIEWING CONTROL DEVICE, VIEWING CONTROL PROGRAM, AND SECURE MODULE

(54) 発明の名称: 視聴制御装置、視聴制御プログラム、セキュアモジュール



(57) Abstract: EMM update information (10111) for updating a content specified by an EMM (1021) and a term of validity is correlated to an advertisement (1011). When the advertisement (1011) is viewed, the EMM (1021) is updated so that the content specified by the EMM update information (10111) can be viewed. Accordingly, a viewer can view the content for free and surely see the advertisement. Since a term of validity is set for viewing the content which can be viewed by viewing the advertisement, it is necessary to view the latest advertisement so that the content viewing moment is contained in the term of validity. As a result, it is possible to surely make a viewer view the latest valid advertisement when the viewer views a content.

(57) 要約: EMM (1021) で指定されたコンテンツと有効期限とを更新する EMM 更新情報 (10111) を広告 (1011) に対応付け、広告 (1011) が視聴されたとき、EMM (1021) を更新して、EMM 更新情報 (10111) で指定されたコンテンツの視聴が可能になるように構成している。そのため、視聴者は、コンテンツを無料で視聴するために、確実に広告を見ることになる。広告の視聴で可能になるコンテンツの視聴には有効期限が設定されるため、コンテンツの視聴時点がその有効期限内に含まれるように最新の広告を視聴することが必要になる。その結果、コンテンツを視聴する際に最新の有効な広告を確実に視聴させることができる。

106...DISPLAY DEVICE
105...ENCRYPTION RELEASE CONTENT
104...DESCRAMBLER
102...SECURE MODULE
1024...EMM UPDATE SECTION
1023...Ks EXTRACTION SECTION
1011...ADVERTISEMENT
10111...EMM UPDATE REQUEST
1012...ENCRYPTED CONTENT
101...REPRODUCTION/BROADCAST DEVICE

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添付公開書類:

— 国際調査報告書なし; 報告書を受け取り次第公開される。

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/JP2004/009052

A. CLASSIFICATION OF SUBJECT MATTER
Int.Cl.⁷ H04N7/16

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
Jitsuyo Shinan Koho 1922-1996 Jitsuyo Shinan Toroku Koho 1996-2004
Kokai Jitsuyo Shinan Koho 1971-2004 Toroku Jitsuyo Shinan Koho 1994-2004

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|-----------|--|-----------------------|
| A | JP 2003-518842 A (IRDETO ACCESS B.V.), 10 June, 2003 (10.06.03), Full text; all drawings & WO 2001/047270 A2 & EP 1111924 A1 & US 2002/168963 A1 | 1-17 |
| A | WO 2002-013028 A1 (Matsushita Electric Industrial Co., Ltd.), 14 February, 2002 (14.02.02), Full text; all drawings & EP 1306767 A1 & US 2003/33601 A1 | 1-17 |
| A | JP 2003-152698 A (Nippon Hoso Kyokai), 18 May, 2003 (18.05.03), Full text; all drawings (Family: none) | 1-17 |

☒ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

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|---|--|
| * Special categories of cited documents: | "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention |
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| "P" document published prior to the international filing date but later than the priority date claimed | |

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Name and mailing address of the ISA/
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International application No.

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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
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| A | JP 2001-223653 A (Toshiba Corp.), 17 August, 2001 (17.08.01), Full text; all drawings (Family: none) | 1-17 |
| A | JP 2002-51321 A (Sony Corp.), 15 February, 2002 (15.02.02), Full text; all drawings (Family: none) | 1-17 |
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| A | JP 2003-512785 A (IRDETO ACCESS B.V.), 02 April, 2003 (02.04.03), Full text; all drawings & WO 2001/030082 A1 & EP 1094667 A1 & US 2002/120928 A1 | 1-17 |
| A | JP 2001-333407 A (Toshiba Corp.), 30 November, 2001 (30.11.01), Full text; all drawings (Family: none) | 1-17 |
| A | JP 2001-333412 A (Toshiba Corp.), 30 November, 2001 (30.11.01), Full text; all drawings (Family: none) | 1-17 |
| E, A | JP 2003-319422 A (Toshiba Corp.), 07 November, 2003 (07.11.03), Full text; all drawings (Family: none) | 1-17 |